

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Direct Response Technologies, Inc.		01/25/2006	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Digital River oneNetwork, Inc.		
<b>Street Address:</b>	9625 West 76th Street, Suite 150		
<b>City:</b>	Eden Prairie		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55344		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78351046	BID DIRECTOR	
<b>Serial Number:</b>	78224340	KEYWORDMAX	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(952)842-1742		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	952-896-3309		
<b>Email:</b>	ipgroup@larkinhoffman.com		
<b>Correspondent Name:</b>	James P. Quinn		
<b>Address Line 1:</b>	1500 Wells Fargo Plaza		
<b>Address Line 2:</b>	7900 Xerxes Avenue South		
<b>Address Line 4:</b>	Minneapolis, MINNESOTA 55431		
<b>ATTORNEY DOCKET NUMBER:</b>	20717-14		
<b>NAME OF SUBMITTER:</b>	James P. Quinn		
<b>Signature:</b>	/jppq54/		

OP \$65.00 78351046

Date:

10/10/2006

Total Attachments: 0

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